

# TRAVEL PRINTOUT



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U.S.  
Travel  
Data  
Center



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## 1987 Outlook for Travel and Tourism Predicts Sustained but Modest Growth

Travel demand grew in 1986 but failed to meet industry expectations, and 1987 will be another year of moderate growth, according to the U.S. Travel Data Center's 1987 Outlook for Travel and Tourism.

The 200-page report contains forecasts presented at the 1987 Travel Outlook Forum held in October in Miami Beach.

"Experts indicate that 1987 growth in travel away from home will pretty much duplicate the 1986 experience, with one or two exceptions," said Dr. Douglas C. Frechtling, Data Center director.

"Airline travel will grow more slowly, while arrivals from overseas will rise faster than any recent year. Business travel and long vacation trips should also prove good growth markets."

The report details the prospects for all major sectors of the industry:

- Don Wynegar, Director, Office of Research, U.S. Travel and Tourism Administration--Because the dollar has weakened, especially against European currencies, we can expect a visitor boom in 1987 from Europe;

- Peter Francese, Publisher, American Demographics Magazine--Those 55 years of age or older are going to grow in numbers as a proportion of the total population to the end of this century;

- Michael Durchin, Vice President, First Boston Corporation--Air Travel should grow 6 percent to 7 percent next year, not quite as fast as this year;

- Peter Mason. Travel classification

Manager, Better Homes and Gardens Magazine--Inter-regional travel patterns vary significantly by season.

The 1987 Outlook for Travel and Tourism, which contains the complete proceedings of the 1987 Travel Outlook Forum, including the only published seasonal trends in regional family vacation travel, is being sent to members of the US Travel Data Center and the Travel and Tourism Research Association, co-sponsor of the annual forum, and is available to others for \$85 (prepaid only) from the US Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036. \*\*

## Study Predicts Long Vacation Growth

Destinations with good air-links, quality accommodations and up-market package holidays geared to the expanding retired market will see a boom in long stay vacations in 1987, greater than any other sector of the U.S. domestic travel market, says a report in the November issue of Travel and Tourism Analyst, by Dr. Douglas Frechtling, director of the US Travel Data Center.

The report, "U.S. Domestic Holiday Travel," commissioned for Travel and Tourism Analyst, is the first detailed analysis of the U.S. domestic long vacation market (10 nights or more away from home).

"U.S. Domestic Travel" is in the November issue of Travel and Tourism Analyst which is \$68 per issue from the Economist Publications Ltd., 10 Rockefeller Plaza, New York, New York 10020. Call: Judy Cook 212/541-5730. \*\*

## Travel Prices Fall in October

Another sharp decline in gasoline prices contributed to a 0.5 percent decrease in the cost of travel in October, according to the Travel Price Index (TPI), compiled by TIA's research affiliate, the US Travel Data Center.

For comparison, the overall cost of consumer goods and services, as measured by the Consumer Price Index (CPI), rose 0.1 percent in October.

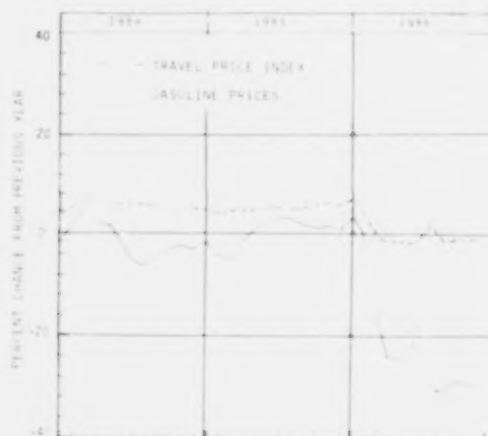
The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, dropped to 378.8 (1967=100) in October.

Gasoline prices plunged 3.1 percent in October, following a 2.2 percent increase the previous month. Lodging prices and intercity train fares followed, each declining 0.9 percent. Intercity bus fares fell 0.1 percent.

Travel prices remain below 1985 levels, a result of the 29.8 percent decline in gasoline prices since October

1985. The October TPI was 2.6 percent higher twelve months ago.

On the other hand, intercity bus fares have risen 8.1 percent in the past year, followed by a 6.2 percent rise in intercity train fares. The cost of entertainment services has increased 5.7 percent since October 1985.##



Falling Gasoline Prices Continue to Moderate Travel Price Index

### Monthly and Annual Rates of Change in the Travel Price Index and Components October 1986

| TPI Component          | Monthly Percent Change            | Annual Percent Change           |
|------------------------|-----------------------------------|---------------------------------|
|                        | September 1986<br>to October 1986 | October 1985<br>to October 1986 |
| Transportation         | - 1.0                             | -11.2                           |
| Airline Fares          | 0.1                               | 1.5                             |
| Intercity Bus Fares    | - 0.1                             | 8.1                             |
| Intercity Train Fares  | - 0.9                             | 6.2                             |
| Taxicab Fares          | 0.1                               | 3.3                             |
| Gasoline               | - 3.1                             | -29.8                           |
| Lodging                | - 0.9                             | 2.3                             |
| Food Away From Home    | 0.2                               | 3.9                             |
| Entertainment Services | 0.6                               | 5.7                             |
| Incidentals            | 0.4                               | 1.0                             |
| TRAVEL PRICE INDEX     | - 0.5                             | - 2.6                           |
| CONSUMER PRICE INDEX   | 0.1                               | 1.5                             |

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for \$55 per year, U.S., Canada and Mexico; other foreign countries, \$65 per year, payable in U.S. funds only.

## September Travel Posts Increase

Travel during September increased 3 percent over last year's levels, according to the latest National Travel Survey, conducted by the US Travel Data Center.

Following a 5 percent increase in August, travel by Americans rose from 91.2 million person-trips in September 1985 to 98.2 million a year later. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that while pleasure travel rose less than 2 percent, business/convention travel bounced back a strong 18 percent from last month's 19 percent drop.

The average trip duration fell to 4.8 nights from 5.3 in the same month last year. Round-trip distance averaged

1,020 miles, substantially longer than the 950 miles recorded a year ago. \*\*

### News Briefs

The 1985-1986 Economic Review of Travel in America, originally scheduled for release in October 1986, has been derailed by the loss of several important computer files. The publication will be released in February 1987, retitled 1986 Economic Review of Travel in America and contain an evaluation of the industry's performance in 1986.

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The U.S. Travel and Tourism Administration (USTTA) and the Travel and Tourism Research Association (TTRA) will inaugurate The Travel Review Conference on February 20, 1987, in Washington, D.C. Contact Mari Lou Wood, Executive Director, TTRA, University of Utah, P.O. Box 8066, Foothill Station, Salt Lake City, Utah 84108.

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On February 18, 1987, the Travel and Tourism Government Affairs Council will sponsor the fifth annual Travel and Tourism Unity Dinner. Individual tickets are \$250 or 10 for \$2,000. Contact Shari Druckman, Travel and Tourism Government Affairs Council, 1899 L Street, N.W., Washington, D.C. 20036. \*\*

Somerset Waters, author of the annual Travel Industry World Yearbook and a founding trustee of the Data Center, was named "Man of the Year in Travel Research" by the Student Chapter of the Travel and Tourism Research Association, New School for Social Research. The award was presented by the school's Dean of the Graduate School of Business and Urban Professions on December 8. \*\*

### Visitor Volume at National Parks

| Region             | SEP 1986<br>visits* | Change from<br>SEP 1985<br>(percent) | Percent change<br>1986/1985<br>Year-to-Date |
|--------------------|---------------------|--------------------------------------|---------------------------------------------|
| NEW ENGLAND        | 1,593,964           | 4.2                                  | 1.9                                         |
| MIDDLE ATLANTIC    | 2,702,989           | 23.6                                 | 14.9                                        |
| SOUTH EAST         | 11,588,374          | -5.2                                 | 5.5                                         |
| EAST NORTH CENTRAL | 478,241             | -5.6                                 | -2.1                                        |
| WEST NORTH CENTRAL | 508,891             | 1.1                                  | 3.1                                         |
| WEST SOUTH CENTRAL | 698,826             | 4.5                                  | 3.3                                         |
| MOUNTAIN           | 3,781,119           | 4.0                                  | 8.1                                         |
| PACIFIC            | 34,986,620          | 6.0                                  | 13.5                                        |
| TOTAL              | 56,339,024          | 3.8                                  | 7.6                                         |

\* adjusted for differences in reporting units

The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America



States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

# Current Travel Indicators

## CURRENT TRAVEL INDICATORS

| CURRENT TRAVEL INDICATORS                     |     | Current Month    | Current Value | Percent Change      |                     |                      |
|-----------------------------------------------|-----|------------------|---------------|---------------------|---------------------|----------------------|
|                                               |     |                  |               | From Previous Month | From Year ago Month | Year to date 1986/85 |
| <u>Establishment receipts or retail sales</u> |     |                  |               |                     |                     |                      |
| Hotels, motels and other lodging places(1)    | Sep | \$ 3,785 million | 3.9           | 7.2                 | 6.2                 |                      |
| Eating and drinking places(2)                 | Sep | \$11,926 million | 3             | 8.4                 | 7.2                 |                      |
| Gasoline service stations(2)                  | Sep | \$ 6,822 million | 9             | 18.7                | 12.4                |                      |
| <u>Commercial lodging demand</u>              |     |                  |               |                     |                     |                      |
| Hotel/motel occupancy rate(3)                 | Sep | 63.6 percent     | 3.8           | 0.9                 | 0.7                 |                      |
| Real demand for commercial lodging(4)         | Sep | 53.2 billion     | 10.9          | 4.3                 | 4.0                 |                      |
| <u>Airline passenger traffic(5)</u>           |     |                  |               |                     |                     |                      |
| Domestic revenue passenger-miles              | Sep | 22.9 billion     | -9.5          | 40.0                | 15.6                |                      |
| International revenue passenger-miles         | Sep | 5.8 billion      | 20.5          | 6                   | 9.0                 |                      |
| <u>Highway traffic volume(6)</u>              |     |                  |               |                     |                     |                      |
| Rural arterial vehicle-miles                  | Sep | 39.6 billion     | 16.8          | 5.1                 | 5.6                 |                      |
| <u>Rail passenger traffic(7)</u>              |     |                  |               |                     |                     |                      |
| Amtrak passenger-miles                        | Sep | 375.5 million    | 30.8          | 5.9                 | 1.0                 |                      |
| <u>Travel Price Index(8)</u>                  |     |                  |               |                     |                     |                      |
|                                               | Sep | 380.8            | 2             | 1.6                 | 2                   |                      |
| <u>U.S. resident travel(9)</u>                |     |                  |               |                     |                     |                      |
| Total person-trips                            | Aug | 140.4 million    | 1.9           | 5.5                 | 2.9                 |                      |
| Vacation person-trips                         | Aug | 108.4 million    | 13.5          | 4.1                 | 1.5                 |                      |
| Total person-nights                           | Aug | 772.2 million    | -6.6          | -4.9                | 4                   |                      |
| Vacation person-nights                        | Aug | 650.4 million    | 3.2           | 2.4                 | 1.4                 |                      |
| <u>Public use of national parks(10)</u>       |     |                  |               |                     |                     |                      |
| Visits                                        | Sep | 26,683,563       | -35.0         | 1.3                 | 5.8                 |                      |
| Overnight stays                               | Sep | 1,748,144        | 47.6          | 4.6                 | 1.0                 |                      |
| <u>Foreign arrivals in U.S.(11)</u>           |     |                  |               |                     |                     |                      |
| From overseas                                 | Sep | 805,949          | 23.4          | 23.9                | 16.6                |                      |
| From Canada                                   | Sep | 909,311          | 45.3          | 4.2                 | 0.0                 |                      |
| From Mexico                                   | Sep | 64,130           | -30.9         | 7.1                 | 8.4                 |                      |
| <u>U.S. citizen departures(11)</u>            |     |                  |               |                     |                     |                      |
| To overseas                                   | Sep | 1,089,826        | 23.9          | 11.7                | 7.5                 |                      |
| To Canada                                     | Sep | 1,503,245        | 48.6          | 31.0                | 18.2                |                      |
| <u>Domestic demand for motor gasoline(12)</u> |     |                  |               |                     |                     |                      |
| Barrels per day                               | Sep | 7,026 thousand   | 5.5           | 6.0                 | 2.7                 |                      |

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary: adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary: U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) Preliminary: unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary: Source: U.S. Department of Energy.

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